

PARLIAMENT
MENTHOL LIGHTS
ADVERTISING PRESENTATION

2070080685

February 8, 1996

Parliament Menthol Lights

Y&R

AGENDA

- Review Parliament Menthol Lights advertising objectives, photography goals and layout goals
- Review actual photography for color goals
- Present Parliament Menthol Lights comps
- Gain agreement of recommended selects
- Requirements for senior management meeting

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PURPOSE

- Gain approval for production of recommended selects for Parliament Menthol Lights advertising

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OBJECTIVES FOR PARLIAMENT MENTHOL LIGHTS ADVERTISING

- To convince target that Parliament Menthol Lights should be their menthol product of choice.
- To deliver aspirational, escapist imagery with a proper mix of couple interaction ranging from socialness to playfulness to romance.
- Overall, prime prospects should view brand as an escape from the everyday drudgery, i.e., "The Perfect Recess."

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GOALS FOR PHOTOGRAPHY

- Capture the “jewel tones” of blue and green as presented in the original layouts
- Our people must be in natural looking situations
 - The Parliament campaign is about situational escape; not about the individuals in the ad “don’t be them- be there”
 - Range of social interaction from playfully fun through romanticism
- Differentiate the visuals with props including boats, rocks, driftwood, etc.
- Try versions without props
 - But make sure advertising still reads “escape” and not local

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GOALS FOR LAYOUTS

- People should be no bigger than in the green comps previously presented
- Pack size as shown in comps was thought to be perfect; the overhead angle was also liked as it showed the recess filter
- Type should communicate new product offering
- Advertising should work with or without background and architecture.

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